A View on the Evolution of Cultural Symbols from the Best Advertising Slogans

Abstract

Held by “Brain” every year, the Best Advertising Slogan Awards in Taiwan has lasted for 16 years till this year (2009). This study makes use of semiotic foundation to analyze the symbol elements composed by the previous best advertising slogans.

The findings indicate that the best advertising slogans have created many cultural symbols in line with the development of the society. In recent years, many advertisers have used their brains to combine products with brands and symbolize them, e.g. the 12th winner of The Best Advertising Slogan Awards included “This is not KFC!” and “FamilyMart is your family”, which not only created many catchy slogans, but also increased the brand's...
The findings of this study also show that early best slogans usually use personal pronouns (you, I and he/she), which have been reduced sharply in recent years. And some of the best slogans involve a same symbol, for example, Konica’s “It is an idiot, you are smart” and the following Formosa-Optical’s “Idiot glasses, smart choices”. Although the latter seems to be a kind of imitation, it can be witnessed that a good slogan can bring enormous additional values to commodities, as makes subsequent creation developers (advertisers) have to imitate and follow.

Keywords: The Best Advertising Slogan Awards, semiotics, cultural symbol